



USDA Foreign Agricultural Service

# GAIN Report

Global Agriculture Information Network

Voluntary Report - public distribution

**Date:** 7/8/2003

**GAIN Report Number:** JA3043

## Japan

## Citrus

# Increased Competition in the Summer Citrus Market (Update)

## 2003

**Approved by:**

Kevin Latner  
U.S.Embassy

**Prepared by:**

Kenzo Ito

---

**Report Highlights:**

In response to demand for Southern Hemisphere citrus during Japan's summer months, Sunkist is marketing South African packed grapefruits and lemons. Japan has also lifted a ban on Argentine citrus paving the way for the first shipment in August.

---

Includes PSD Changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Tokyo [JA1]  
[JA]

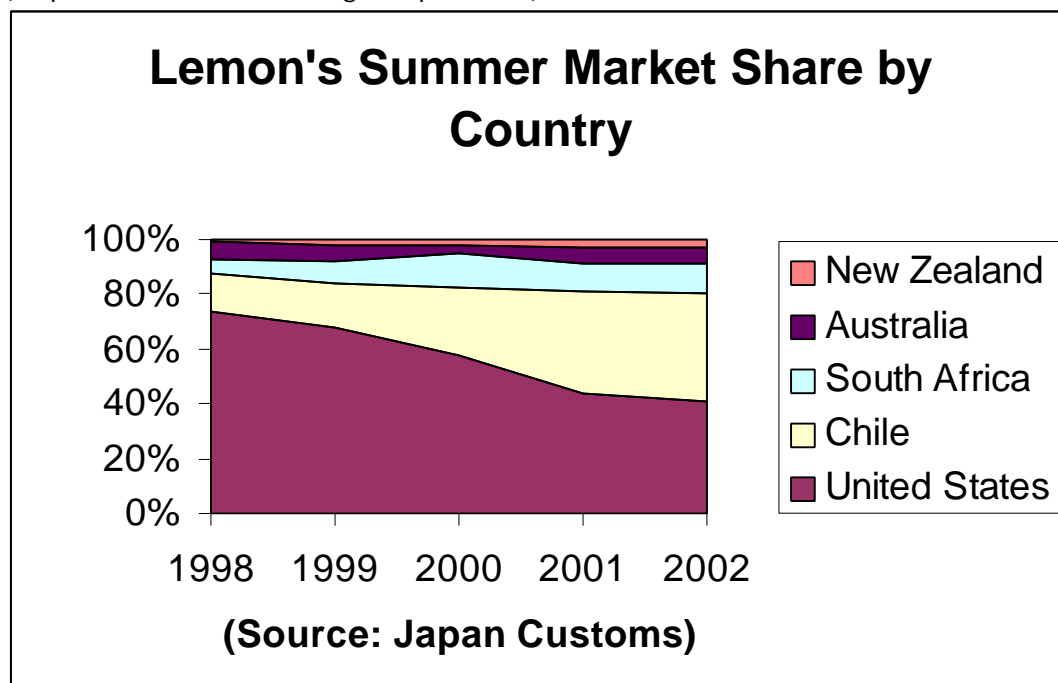
Exports from South Africa, a major exporter of summer citrus to Japan, include Sunkist labeled products for the first time this season. Sunkist labeled South African grapefruit arrived in Japan last week and Sunkist lemons are expected to arrive from South Africa next week, according to Japanese traders. Because the first year is a trial, traders are not expecting large volumes of South African Sunkist brand citrus products this year. However, as the below graph demonstrates, imports of Southern Hemisphere grapefruit and lemon have increased significantly over the last 5 years.

U.S. citrus growers have been extremely successful marketing U.S. citrus products in Japan, except during Japan's hot and humid summer season. Summer temperatures in Tokyo and southern Japan reach over 100 degrees Fahrenheit and humidity is high. Japanese importers and retailers have often complained about the lower quality of U.S. citrus products during the summer season. In response, Japanese traders developed alternate sources of supply from the Southern Hemisphere, including Chile, South Africa, and now Argentina. Since 1996, Chile has been successfully exporting fresh summer lemons and oranges to Japan, and South Africa has significantly expanded summer grapefruit exports.

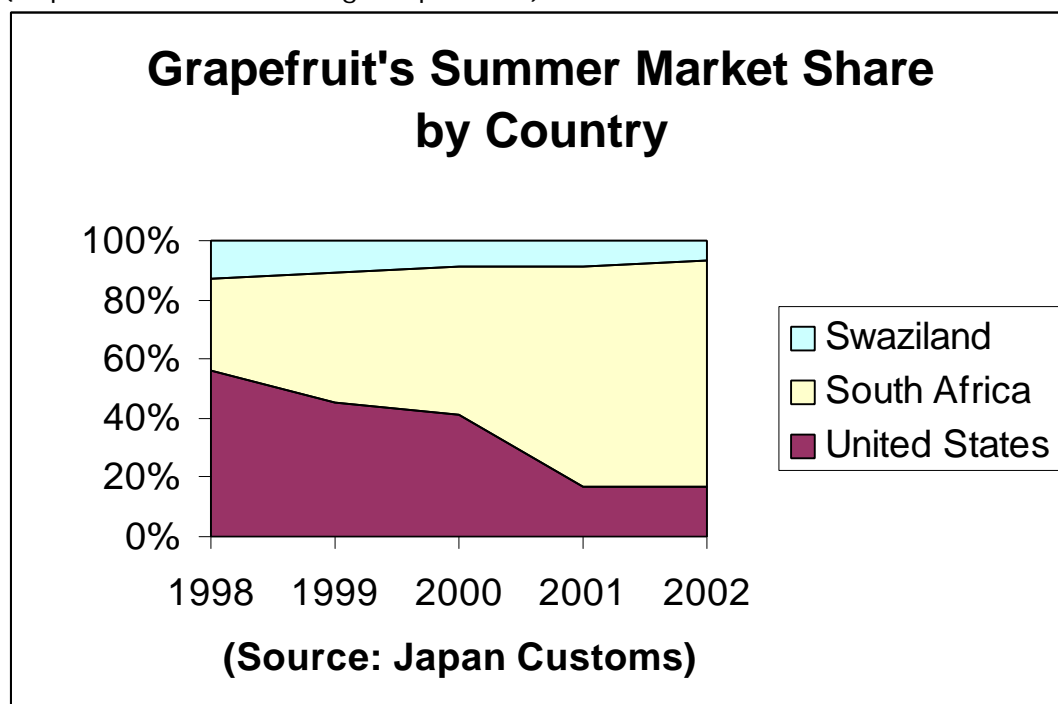
As a result of Japan lifting its import ban on Argentine fresh citrus products on April 25, 2003, Argentina, for the first time, will export fresh lemons and grapefruit to Japan this summer. Japanese government quarantine inspectors are already in Argentina and Japanese importers are expecting the first arrival of Argentine citrus products in August, according to Tokyo traders. The Japanese industry is not expecting large volumes as the first year includes only trial shipments. Transit time is 5 to 6 weeks from Argentina to Japan.

#### Lemon's Summer Market Shares by Country

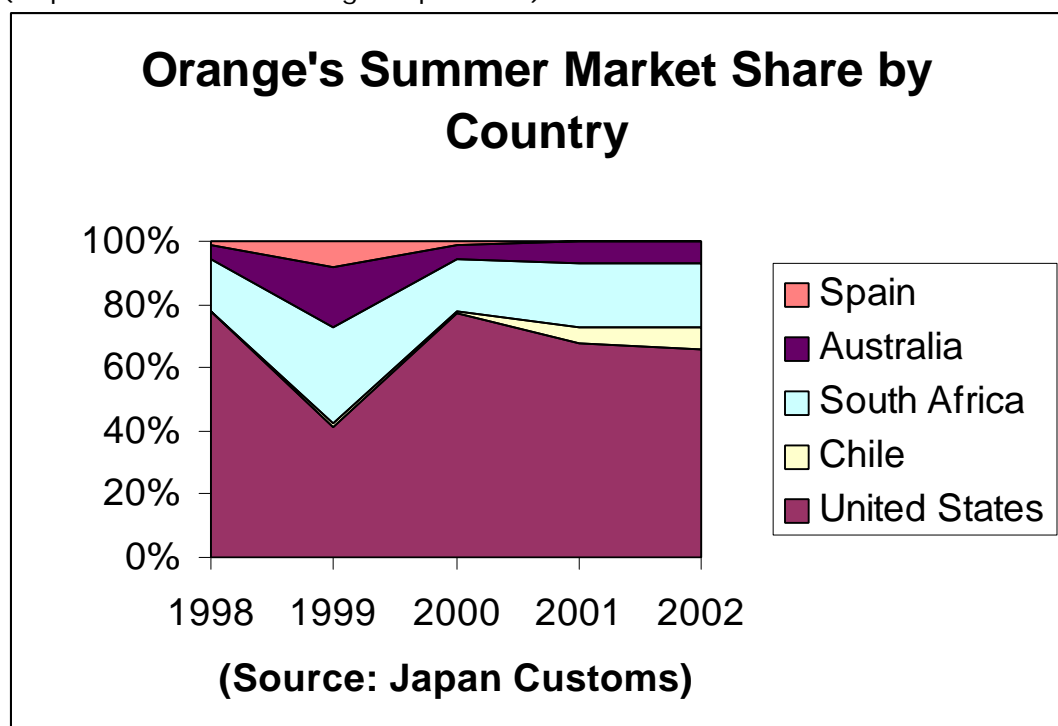
(Imports from June through September)



**Grapefruit's Summer Market Shares by Country**  
(Imports from June through September)



**Orange's Summer Market Shares by Country**  
(Imports from June through September)



**Japanese Lemon Imports in the Summer Season**

(June - September)

World Trade Atlas Japan - Imports Lemons (in Metric Tons)							
1998	Country	June	July	August	September	Total	Market Share
	World	7028	10532	9058	5217	31835	100%
	United States	6610	7804	5409	3396	23219	73%
	Chile	42	987	2239	1225	4493	14%
	South Africa	79	277	915	440	1711	5%
	Australia	248	1310	361	0	1919	6%
	New Zealand	35	152	131	155	473	1%
1999	Country	June	July	August	September	Total	Market Share
	World	9203	8840	8279	6915	33237	100%
	United States	8233	5989	4541	3440	22203	67%
	Chile	178	1426	2318	1534	5456	16%
	South Africa	50	398	834	1360	2642	8%
	Australia	631	880	383	252	2146	6%
	New Zealand	83	118	201	327	729	2%
2000	Country	June	July	August	September	Total	Market Share
	World	6057	9302	13796	8718	37873	100%
	United States	5487	6640	6745	2814	21686	57%
	Chile	65	1564	4182	3731	9542	25%
	South Africa	221	644	2216	1637	4718	12%
	Australia	217	293	382	357	1249	3%
	New Zealand	54	159	268	176	657	2%
2001	Country	June	July	August	September	Total	Market Share
	World	5328	9209	10076	6813	31426	100%
	United States	4812	3826	3241	1877	13756	44%
	Chile	302	4104	4630	2841	11877	38%
	South Africa	100	413	1064	1455	3032	10%
	Australia	45	536	800	480	1861	6%
	New Zealand	47	311	339	158	855	3%
2002	Country	June	July	August	September	Total	Market Share
	World	7673	13498	11236	4879	37286	100%
	United States	6011	5176	3005	912	15104	41%
	Chile	956	5245	5180	3150	14531	39%
	South Africa	371	1389	2042	337	4139	11%
	Australia	91	1246	668	259	2264	6%
	New Zealand	242	439	338	219	1238	3%
Source of Data: Japan Customs							

**Japanese Grapefruit Imports in the Summer Season**

(June - September)

World Trade Atlas							
Japan - Imports							
Grapefruit (in Metric Tons)							
1998	Country	June	July	August	September	Total	Market Share
	World	14914	14093	9739	3145	41891	100%
	United States	11975	6760	4371	407	23513	56%
	South Africa	1791	4676	4217	2220	12904	31%
	Swaziland	1146	2657	1149	508	5460	13%
1999	Country	June	July	August	September	Total	Market Share
	World	24888	23180	11482	8778	68328	100%
	United States	17881	9655	1245	2133	30914	45%
	South Africa	4916	10960	8758	5429	30063	44%
	Swaziland	2090	2564	1478	1211	7343	11%
2000	Country	June	July	August	September	Total	Market Share
	World	11152	24038	23927	5145	64262	100%
	United States	9252	7738	9003	405	26398	41%
	South Africa	1462	13421	13064	4185	32132	50%
	Swaziland	437	2879	1859	533	5708	9%
2001	Country	June	July	August	September	Total	Market Share
	World	20343	28322	13681	3652	65998	100%
	United States	6560	2295	1634	953	11442	17%
	South Africa	12387	23141	10523	2377	48428	73%
	Swaziland	1395	2885	1523	321	6124	9%
2002	Country	June	July	August	September	Total	Market Share
	World	16917	28382	18399	5442	69140	100%
	United States	4005	3934	2247	1397	11583	17%
	South Africa	12261	21425	14978	3883	52547	76%
	Swaziland	650	3023	1174	160	5007	7%
Source of Data: Japan Customs							

# Japanese Orange Imports in the Summer Season (June - September)

World Trade Atlas Japan - Imports Oranges (in Metric Tons)							
1998	Country	June	July	August	September	Total	Market Share
	World	28753	10553	12982	6903	59191	100%
	United States	28271	7600	7225	2864	45960	78%
	Chile	0	0	3	21	24	0%
	South Africa	90	2618	4432	2068	9208	16%
	Australia	0	333	1124	1642	3099	5%
	Spain	328	0	0	0	328	1%
1999	Country	June	July	August	September	Total	Market Share
	World	12396	10330	10837	11935	45498	100%
	United States	9099	6216	2082	1150	18547	41%
	Chile	0	42	222	174	438	1%
	South Africa	363	2255	4123	7103	13844	30%
	Australia	0	753	4409	3380	8542	19%
	Spain	2612	1062	0	0	3674	8%
2000	Country	June	July	August	September	Total	Market Share
	World	21150	11372	10855	9883	53260	100%
	United States	20653	8825	7569	4032	41079	77%
	Chile	0	15	105	540	660	1%
	South Africa	30	2386	2377	3463	8256	16%
	Australia	0	145	767	1774	2686	5%
	Spain	466	0	0	0	466	1%
2001	Country	June	July	August	September	Total	Market Share
	World	17015	6688	12820	9681	46204	100%
	United States	16666	5065	6949	2137	30817	67%
	Chile	0	117	633	1785	2536	5%
	South Africa	45	1238	4127	3674	9084	20%
	Australia	0	268	1021	2020	3309	7%
	Spain	185	0	0	0	185	0%
2002	Country	June	July	August	September	Total	Market Share
	World	14907	6911	8583	8590	38991	100%
	United States	14850	5831	2995	1761	25437	65%
	Chile	0	206	697	1826	2729	7%
	South Africa	0	782	3869	3211	7862	20%
	Australia	2	91	1011	1468	2572	7%
	Spain	54	0	0	0	54	0%
Source of Data: Japan Customs							